Shippers: Show your Carriers the way to SmartWay Save Fuel, Money, and the Environment









Webinar Housekeeping

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- The presentation slides will be S. shared after the webinar
- Today's webinar is being 1 recorded
- Submit a question or comment via the Q&A pane on your Zoom control panel
- Subtitles are available by clicking the closed captioning icon in your control panel.
- After the presentation, as time permits, our EPA hosts and presenters will answer questions submitted via the Q&A box
- Please complete the survey at the end of today's webinar S.







Learn about SmartWay



- Overview of SmartWay
- Why Freight Matters
- Corporate Social Responsibility (CSR) and Freight Logistics
- SmartWay Program Successes
- Freight Sustainability Leadership

Meet our Partners & Affiliates



- Learn About Partners and Affiliates
 - Partners List
 - Affiliates List
 - Charter Partners
- SmartWay Excellence Awardees
- High Performer Lists
- SmartWay Profiles in Leadership
- Featured Partner Profiles
- Carrier Performance Rankings

Participate in SmartWay



- How to Participate in SmartWay
- How the SmartWay Partnership Works
- Become a SmartWay:
- Shipper
- Logistics Company
- Carrier

• Affiliate

Tools & Resources for Partners & Affiliates

Use the SmartWay Brand



- Learn About:
 - · The SmartWay Brand
 - · Sharing Your Participation in SmartWay
 - SmartWay Verified Technologies
 - SmartWay Tractors & Trailers
- Apply the Logo to SmartWay Tractors & Trailers
- Partner Press Releases

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Participate in SmartWay

Use the SmartWay Brand

Meet the SmartWay Partners and

SmartWay Webinars & Events

EPA hosts **free webinars** to help you learn how to get the most out of the SmartWay Program.

On this page:

- <u>Upcoming Webinars</u>
- Past Webinar Recordings

Global Collaboration

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Newsroom

Webinars/Events

- Participants must pre-register.
 Registration closes at 12:00 pm on the day of the webinar.
- Click the event name for a description and registration links.

Register for Upcoming Webinars

Contact Us about SmartWay Event Type Legend

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Date	Туре	Event Name				
Wednesday, March 26, 2025	Education	2025 SmartWay Profiles in Leadership Overview Webinar				

Have an idea for a webinar? Email your idea to (smartway_transport@epa.gov) with the subject line "SmartWay Webinar Suggestion."



Learn more about SmartWay's Freight Matters! Webinar Series: This series features leaders in the freight sector discussing trends and issues that matter to your business.

SmartWay[®]

Past Webinars

Event Type Legend

Webinar Type 🗍	Event Name \$	Primary Audience
Education	2025 SmartWay Award Criteria Webinar	All Partners
Tool Demo	2025 SmartWay Online Truck Tool Demo	Truck Carriers
Partner Education	Celebrating EPA's SmartWay Transport Partnership 20th Anniversary and	All Partners



www.epa.gov/smartway/smar tway-webinars-events

Shippers: Show your Carriers the way to SmartWay Save Fuel, Money, and the Environment







Today's Webinar



Solution States answers to 4 common questions

How do I introduce my carriers to SmartWay?What's in it for my carriers?What is the registration process?How do I help them improve?





What is SmartWay?



- Launched by freight industry leaders in 2004 as a winwin, market-based program aiming to:
 - Improve U.S. freight efficiency
 - Highlight freight industry efforts to reduce emissions
 - Reduce dependence on foreign oil
 - Provide standardized benchmarking and reporting
 - Clean America's air



- 🔍 Adopted by Canada, piloted in Mexico and replicated around the globe
- < About 4000 Carriers, Shippers, 3PL's and Affiliates
 - Key economic sectors and all modes
 - Small business, Owner-operators, Fortune 500 firms



Resources to Share With Your Carriers to Introduce them to SmartWay



Website - <u>Resources to Introduce Your Carriers to SmartWay | US</u>

- <u>EPA</u> (www.epa.gov/smartway/smartway-shipper-partner-tools-and-resources)
- A customizable letter that a Shipper may use to reach out to their carriers and introduce SmartWay
- Suggested options for contract language encouraging carrier participation
- SmartWay intro Video:

https://www.youtube.com/watch?v=s9E6I49iPlE

Here is a Screenshot of the Letter and Contract Language

First name, Last name Street Address City, State, Zip

(Company Name) prides itself as an industry leader by numerous m Innovation and operational efficiency which keene we compatible w (Company Name) prides itself as an industry leader by numerous m innovation and operational efficiency which keeps us competitive w needs of our existences and shareholders. The treinht services vi innovation and operational efficiency which keeps us competitive w needs of our customers and shareholders. The freight services yr achieve this success and we anneciate your commitment to one needs of our customers and shareholders. The freight services ye achieve this success and we appreciate your commitment to oper terminer we are also driven by the evenindex of environme environ achieve this success and we appreciate your communent to oper However, we are also driven by the principles of corporate citize determined to be used elements of the abarred environment time

[COMPANY LETTERHEAD]

However, we are also driven by the principles of corporate citize determined to be good stewards of the shared environment upo While essential to our economy, we know that freight transpor While essential to our economy, we know that regen transporting and the second se impacts which affect public health and climate. These impact greenhouse gases and other pollutants generated in our frei freight service provider for us [Their Company Name] is par former Vaur from is insurrient aminesions to transmit our reigni service provider for us [(neir Company Name) is pai forghrint. Your firm is incurring emissions to transport our f tootprint. Your firm is incurring emissions to transport our t business arrangements and these emissions have impact business arrangements and these emissions have impact nation and our planet. We believe we can do something

nation and our planet. We believe we can be somerimg i also helping our businesses (yours and ours) to become Consistent with our commitment to corporate social re Consistent with our commutment to corporate social re joined a voluntary effort with the Environmental Prote joined a voluntary enort with the Environmental Prote SmartWay Transport Partnership® SmartWay we SmartWay Transport Partnership SmartWay W shippers and their carriers, transport providers and shippers and meir carriers, transport providers and emissions associated with freight transport. We have emissions associated with reight vansport. We had closer look at our freight operations and move to t croster rook at our mengin operations and more or i have also committed to encourage our carrier and

nave also committed to encourage out Canada to join this important initiative. To become a registered SmartWay Pariner you to become a registered smartway Partner yo basis) on your feet, equipment and operation Dasis) on your meet, exputment and operation environmental performance. The performance provided by Concentrational balls you to under

environmental penormance. Ine periormani provided by SmartWay will help you to unde provided by Sittlattvray will them you to unite your peers and competitors while the progr your peers and compensus vinne the program of the efficient and get recognition for your nore emoters and get recognition for your become an industry standard benchmarki oecome an indusity standard venetiment have not yet encouraged you to participa

To better inform you about this program Partnership Overview, the Business C Overview. Please review the informa To learn more and take the next ster https://www.epa.gov/smartway/step



Suggested RFP Language and Response Questions

This document includes suggested options for contract language that a shipper might consider as a way. to encourage carrier participation in SmartWay. Cut and paste the information that best meets your

Suggested RFP Specification: Policy Statement

Powcy Statement; As a global corporate citizen, our firm is dedicated to being the best steward of our shared environment as possible. Our freight service providers are part of our expanded carbon footprint and incur emissions as possible. Our megins service providers are part or our expanded carbon tootprint and incur emissions when transporting our products. These emissions include greenhouse gases and other pollutants which affect the environment and public health. We believe that it is our responsibility to lessen these impacts

Consistent with our commitment to corporate social responsibility, we have joined the U.S. Environmental Protection Agency (EPA) SmartWay Transport Partnership. SmartWay works collaboratively with freight shippers and their carriers, transport providers, and logistics partners to help reduce emissions associated with freight transport. We have committed our company to take a closer look at our freight operations and track and reduce those emissions. We have also committed to encouraging our carrier and logistics partners in the United States and Canada to join this important

Option 1: SmartWay Registration Required

Carriers and/or logistics providers awarded this contract will be required to be a registered EPA SmartWay Transport Carrier, Logistics, or Multimodal Partner. Carriers and/or logistics providers must submit data to EPA on an annual basis to remain a partner in good standing and will be listed on the EPA

Smartway website as a partner. More information on registering in Smartway is available at:

Option 2: SmartWay Performance Ranking Factored

Carriers and/or logistics providers that are awarded this contract will be required to be a registered EPA Smartway Transport Carrier, Logistics, or Multimodal Partner AND listed in performance ranking categories 1, 2, or 3 or "performance ranking category 1 or 2" for grams of CO; per ton-mile or grams of categories a, 6, or a or periormance remains category a or a for granted or out per twitting of the contract of the second secon

Carriers and/or logistics providers must submit data to EPA on an annual basis to remain a partner in good standing and be listed on the EPA SmartWay website. More information on registering for Smartway is available at: <u>www.epa.gov/smartway/participate-smartway</u>.

Option 3: SmartWay Registration Preferred

Carriers and/or logistics providers that are registered as EPA SmartWay Transport Carrier, Logistics, or Multimodal Partners will be preferred over non-registered firms in awarding this contract. SmartWay registration will be a key factor in contract selection, in addition to pricing, availability, and level of service considerations. Carriers and/or logistics providers must submit data to EPA on an annual basis to



Benefits of Registering as a SmartWay Carrier Partner



There are several benefits to joining SmartWay, including:

- Credible efficiency tracking and performance benchmarking
 - EPA's emissions calculating tools provide a comprehensive and industry standard system for tracking, documenting and sharing information about energy and environmental efficiency across supply chains.
- Identifying operational efficiencies
 - You can't improve what you don't measure. SmartWay helps carriers track efficiency, compare themselves to their peers and boost their bottom line, driving ongoing strategic improvements year after year.
- Demonstrated commitment
 - Clients and customers are making more decisions based on companies' performance on environmental metrics that matter to them. Carrier participation in SmartWay quickly signals that you prioritize fuel savings and environmental efficiency to clients.
- Secome a SmartWay Carrier Partner | US EPA (www.epa.gov/smartway/becomesmartway-carrier-partner)

Sample Resources





The Business Case for Registering as a SmartWay Truck Carrier Partner

Why Partner with SmartWay?

Designed with and for the freight sector, SmartWay delivers solutions to marketplace needs and challenges. With access to the latest in EPA tested technologies and peer-to-peer learning, carriers that join SmartWay can gain a better understanding of their environmental footprint and demonstrate their corporate leadership.

Additionally. SmartWay is an internationally recognized and respected brand that symbolizes cleaner, more efficient transportation choices.

For more information on SmartWay, please visit <u>www.spa.gov/smartway</u> or call 734-214-4767.



WHAT ARE THE BENEFITS OF ENROLLING IN SMARTWAY?

S. Gain a Competitive Advantage over Non-SmartWay Partners

- SmartWay Shipper Partners routinely seek out SmartWay Carrier Partners especially those carriers with exceptional performance.
- Carrier Partners bim costs by employing EPA-tested technologies and advanced operational strategies that reduce fuel consumption.

S. Improve Operational Efficiency

- Access information on fuel saving technologies and strategies.
- Tap into SmartWay's knowledge network to learn about cutling-edge technologies and driving techniques to reduce fuel consumption.
- Tap into EPAs insight and expertise, gained by working with top industry performens, on how your company can become more efficient by boosting its fuel savings potential.
- Gain access to public events and forums to showcase your company achievements.
- Accelerate improvements in environmental and energy performance for your industry through collaborative efforts.

S. Enhance Company Image

- Gain recognition from EPA as a leading environmental steward and distinguish your company from competitions by showcasing the Smart/Way logs.
- Get visibility on the EPA SmartWay website and in other program materials.
 Compete for the annual SmartWay Excellence Awart.

S. Gain a Better Understanding of Environmental Performance

- Access performance metrics for each segment of your faest and learn how your company compares with your competition.
- Analyze the environmental performance of your fleets using SmartWay's innovative benchmarking tools, gaining new insights into your operations.

Emotions as Partner is easy and cost free Register with SmartWay by entering data about your operations into a downloadable tracking and assessment tool and submitting the completed tool to EPA.

Visit www.eps.gos/amattway to learn more.



Scated at <u>Become a SmartWay Carrier Partner | US EPA</u>

- The application process is simple. Information is collected, and a SmartWay Partner Account Manager (PAM) follows-up with the carrier.
- Seasic contact information

MCN, SCAC, DOT

Number of power units (number of tractors in their fleet)

SmartWay Application



Thank you for your interest in becoming a SmartWay Partner.

If you are a Carrier or Logistics Company located in Canada, please fill out and submit a <u>SmartWay Application</u> that will be sent to Natural Resources Canada.

1. Which State is your company located in?

v

2. How did your company initially hear about SmartWay?

3. What are the main reasons you decided to register your company in SmartWay? (Select up to three checkbayes)

SmartWay Application



To get started as a SmartWay Carrier Partner, first determine and select your Carrier type.

Carrier Types

All Carriers qualify in one or more of the categories listed below. Each component of your company that matches a Carrier Partner category should submit its own partnership application, if it is not already a SmartWay Partner.

Review the list below and select your Carrier type.

Truck Carrier Partner - Your company operates and manages or leases its own for-hire or private fleet.

○ **Logistics Company Partner** - Your company contracts out more than 5% of your freight; that is, you company is a 3PL/4PL, a freight broker, freight forwarder, or a non-asset based carrier.

○ **Rail Carrier Partner** - Your company is a commercial Class 1, 2, or 3 rail carrier and you operate and manage your own locomotives and are hired by others to move their freight.

○ **Barge Carrier Partner** - Your company operates and manages or leases its own barge fleet and is hired by others to move their freight.

SmartWay Application



This very short and basic agreement is required to become a SmartWay partner. There are no costs involved. Check the box at the bottom to proceed.

Partnership Agreement

With this annual agreement, your company joins the SmartWay Transport Partnership and commits to:

- 1. Measure and report to EPA, on an annual basis, the environmental performance of your fleet(s) using the USA SmartWay Tool(s). Existing fleets will report the 12 months of data for the prior year ending December 31
- 2. Have your company's name and performance results posted on the SmartWay websites/databases.
- 3. Upon EPA's request, agree to submit supporting documentation to EPA for any data used to complete the Tool, and agree to submit to an audit of this data.

In return, EPA commits to:

Promote company participation in the Partnership by posting Partner names on the SmartWay
websites and in related educational, promotional, and media materials. EPA will obtain express
written consent from the Partner before using the Partner's name, other than in the context of
increasing public awareness of its participation as described here.

2. Provide companies with industry-wide performance benchmark data. as the data becomes

Ways to Help your Carriers Drive Improvement



SmartWay Truck Carrier Partner Resources | US EPA

- SmartWay Webinar Library (www.epa.gov/smartway/smartway-webinars-events#past)
- SmartWay verified Technologies (www.epa.gov/smartway/learn-about-smartway-verified-technologies)
- SmartWay designated Tractor and Trailers (www.epa.gov/smartway/learn-about-smartway-tractors-and-trailers)
- Solution of a fleet
- There are a variety of operational strategies and technologies available to help truck carriers improve fuel efficiency and operational performance

SmartWay Truck Carrier Partner Resources | US EPA



Strategies for Efficiency

- Overview of Carrier Strategies (pdf) (182 K, August 2019, EPA-420-F-19-049)
- Idle Reduction for Truck Carriers and Shippers
- Fact sheets about each strategy:
 - Automatic Tire Inflation Systems (pdf) (289 KB, August 2019, EPA-420-F-19-018)
 - Driver Training (pdf) (197 KB, August 2019, EPA-420-F-19-019)
 - Hybrid Powertrain Technology (pdf) (172 KB, August 2019, EPA-420-F-19-020)
 - o Idle Reduction (pdf) (206 KB, August 2019, EPA-420-F-19-021)
 - Improved Aerodynamics (pdf) (179 KB, August 2019, EPA-420-F-19-022)
 - Improved Freight Logistics (pdf) (183 KB, August 2019, EPA-420-F-19-023)
 - Intermodal Shipping (pdf) (193 KB, August 2019, EPA-420-F-19-024)
 - Longer Combination Vehicles (pdf) (179 KB, August 2019, EPA-420-F-19-025)
 - Low Rolling Resistance Tires (pdf) (140 KB, August 2019, EPA-420-F-19-026)
 - Low Viscosity Lubricants (pdf) (175 KB, August 2019, EPA-420-F-19-027)
 - Maintaining Proper Tire Inflation Pressure (pdf) (181 KB, August 2019, EPA-420-F-19-028)
 - <u>Reducing Highway Speed (pdf)</u> (153 KB, August 2019, EPA-420-F-19-029)
 - Weight Reduction (pdf) (175 KB, August 2019, EPA-420-F-19-030)



WHAT IS THE CHALLENGE?

Idle Reduction

ENERGY & FUEL SAVINGS

600

dling Hour

Gallory Saved:

960 gallons

CO2 Savings:

9.8 metric tona

Fuel Cost Savings

\$2,790

000

Gallons Saved:

600 gallons

CO2 Savings

6.1 metric toni

Fuel Cost Savings

\$1.745

A Glance at Clean Freight Strategies

- Many long-tout truck drivers like their engines during wit periods to Poside heat or air conditioning for the deeper comparison?
- Need the ender warts during cold weather to avoid Studies with calls starts.
- tenerate electrical power for applicable.

Studies by EPM and others sugged that long-hau containation busits often lide coveright between guide it have per day, ower 200 days per year. Typical contribution trucks, minimum base on guiden of directly low during each hour of iding, using between 350 and goo guidens of heri next, year per truck.

Tabley's dense wegines do not even to blie for sing periods of term before not after delarge. Using a havey-ady trust wight to possible call anywellant in vedicate it. Economic fails unknownable, increases take costs can or call anywellant in vedicate it. Economic fails through and as pollution. Uneconstary regime iding and coststaates to engine wear, which increases take in unathenance costs, and it donters we angine fails.

WHAT IS THE SOLUTION?

- Several technological options can assort olivers in weburing truck stilling
- Advallary Person Cerks SPEcial on incursted extentibly on the truck cell. An APU hypochyconistics of a wrank constantion engine and generative constraints; that can provide power to the truck where the reals incident from an APU can be used to power truth truck where the reals and an approximate state the truck and an approximate state that can be used to power truthing, and executed to constraints for the can also be equivalent to a truck and be equivalent to a truck and be equivalent to a truck and the equivalent to a truck and be equivalent to a truck and truck a
- Adversalis: Engine Histoloom Rydems that and step the back engine externationly to neurobial a specified data temperature or to nuistan minimum tathers change Drivers hydroid y address the cystem in the evening and pagewin is develop temperature range Drivers can also program the options to chaldness after a specified point of stage time.
- Count Piered Headers are small lightweight and efficient fuel-field devices insurted in the calls of a thusb. The direct field number provides heat for driver control in the call. This technology does not instante any air conditioning capabilities.

PW-ald P-12-24. Magazi Mills Terrardilla, Tampah Networks - taxa and Internet any

Idle Reduction: A Glance at Clean Freight Strategies and we

- This block becare allow these to be an electrocipase for an electrocipase for an electrocipase for any electrocipase and the appropriate and the appropriate and the appropriate for any electrocipase and the appropriate for any electrocipase.
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SAVINGS AND DENEFITS

600

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Gallons Smart

360 gallona

CO2 Savings 37 metric tons

Fuel Cost Savings

\$1.050

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NEXT STEPS

to access more tech bulleting

Hardshift

Please shit the SmartWay website at www.epa.cov/unartway



Truck fields can also check the availability of truck stop electrification facilities along frequent routes.



Educational Content



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Partner Profile

493.038

20,677

16.074

1730

1706

2007

Technical Bulletins





TOWARD GREENER SUPPLY CHAINS

A CRITICAL ASSESSMENT OF A MULTIMODAL, MULTINATIONAL FREIGHT SUPPLY CHAIN OF A FORTUNE 50 RETAILER

CRISTIANO FACANNA, ULISES HERMANDEZ, KINOLI MAO, AND LETICIA PINEDA





Important Web Page Links



www.epa.gov/smartway/become-smartway-carrier-partner

www.epa.gov/smartway/smartway-truck-carrier-partner-resources

<u>www.epa.gov/smartway/smartway-truck-carrier-partner-</u>
<u>resources#improve</u>



smartway_transport@epa.gov

SmartWay Helpline 734-214-4767